



TO: Our Forsyth Partner

New Deal For The New Year

In keeping with the tradition started in 1995, we are pleased to offer you a Special Forsyth Promotion to start the New Year off with a bang!

At a time of the year when consumers are experiencing post-holiday financial shock, you can sympathize with them and at the same time grow your Private Label volume by offering "Special Pricing" incentives.

Using your Alliance Accrual Fund to cover the amount of the price reduction only, we are offering for a limited time coupons, VPRs, and prepack containers at absolutely no production/handling cost to you. You should also order temporary POS and displays as needed to maximize exposure to your customers. This can be done by filling out the order form on page A-10 in your Forsyth Alliance Accrual Planning Guide or contacting your RJR rep. Remember, only the face value of the coupons and VPR's ordered will be deducted from your accrual - no other associated costs.

We have attached a listing of coupons, VPR's and prepack containers available, along with a special order form for this promotion. Also attached is a Product Order Form which should accompany the returned coupon/VPR Form to ensure you have enough extra Forsyth Product to cover this promotion. We suggest a minimum of two weeks and a Accrual balance available to run this promotion. Based on product availability, a four week lead time is suggested. Forsyth Product allocations will be waived for up to four weeks product to assist you with implementation. We will accept orders for this promotion through February 15, 1996, so let's get started right away giving your customers the "New Deal".

If you have any questions or need any help with this promotion, please discuss it with your RJR Representative.

FORSYTH TOBACCO PRODUCTS
A Division of R.J. Reynolds Tobacco Company

51859 7431

VPR

(Instantly Redeemable)

Item # 460032

THIS IS NOT A COUPON

\$100
OFF

A CARTON

FORSYTH PRIVATE LABEL

ALL PROMOTIONAL COSTS PAID BY MANUFACTURER
VOID IF DETACHED PRIOR TO PURCHASE

Item # 460035

THIS IS NOT A COUPON

\$200
OFF

A CARTON

FORSYTH PRIVATE LABEL

ALL PROMOTIONAL COSTS PAID BY MANUFACTURER
VOID IF DETACHED PRIOR TO PURCHASE

Item # 460020

THIS IS NOT A COUPON

\$100
OFF

3 PACK

FORSYTH PRIVATE LABEL

ALL PROMOTIONAL COSTS PAID BY MANUFACTURER
VOID IF DETACHED PRIOR TO PURCHASE

Item # 464090

THIS IS NOT A COUPON

30¢
OFF

1 PACK

FORSYTH PRIVATE LABEL

ALL PROMOTIONAL COSTS PAID BY MANUFACTURER
VOID IF DETACHED PRIOR TO PURCHASE

Item # 464084

THIS IS NOT A COUPON

20¢
OFF

1 PACK

FORSYTH PRIVATE LABEL

ALL PROMOTIONAL COSTS PAID BY MANUFACTURER
VOID IF DETACHED PRIOR TO PURCHASE

Item # 464984

THIS IS NOT A COUPON

10¢
OFF

1 PACK

FORSYTH PRIVATE LABEL

ALL PROMOTIONAL COSTS PAID BY MANUFACTURER
VOID IF DETACHED PRIOR TO PURCHASE

VPR Production/Handling Cost

\$3.00 per Roll

500 VPRs per Roll

*These costs include charges for printing, proofing and mailing.

Cost Formula

TOTAL VPRs x VPR FACE VALUE + PRODUCTION/HANDLING = PROGRAM COST

OFFER GOOD THROUGH FEBRUARY 15, 1996

51859 7432

Forsyth Store Coupon

Item # 471311



Item # 471314



Item # 504713

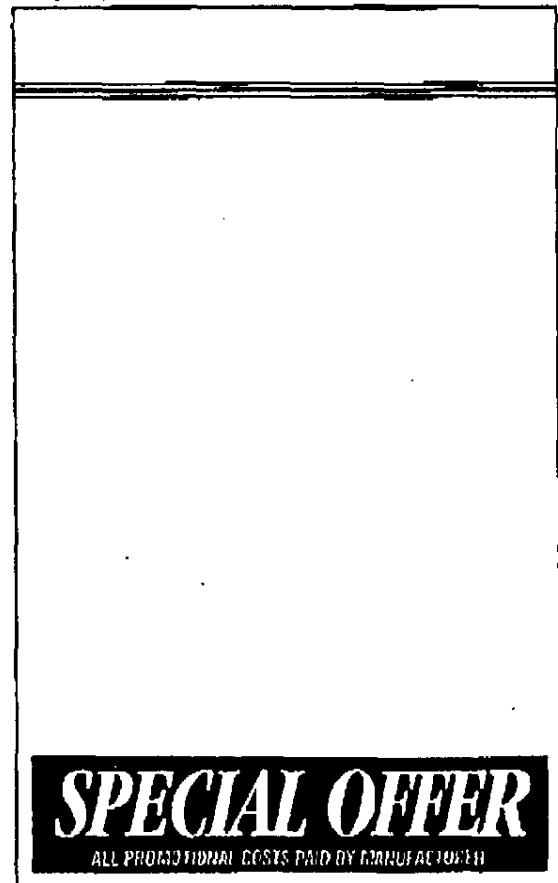


Coupon Production/Handling Cost

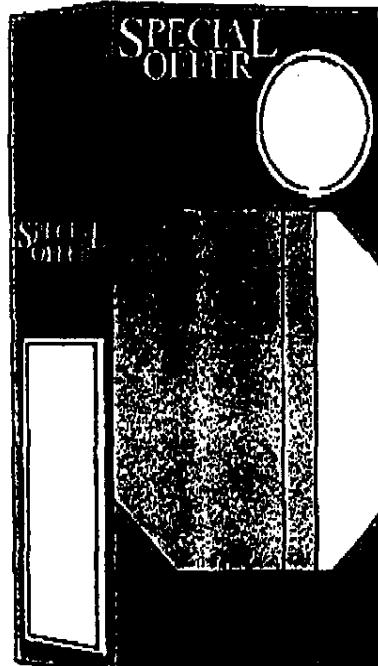
500 Per SKU	Production Costs	Handling Costs	Redemption Costs	Total Costs
\$1.00	\$10.00	\$55.00	\$500.00	\$565.00
\$1.50	\$10.00	\$55.00	\$750.00	\$815.00
\$2.00	\$10.00	\$55.00	\$1000.00	\$1065.00

*RJR Coupon Redemption will rebate handling allowance at the time of redemption
 Notice: Production and handling costs waived for first quarter "New Deal" Promotion

Polybags Item # 464102



Banding Tape Item # 464093



Two Pack Sleeve
Item # 471308

51859 7433

PRODUCT ORDER FORM

CONTRACTED CUSTOMER:		
CUSTOMER:	DIRECT *	INDIRECT **

DIRECT ACCOUNT INFORMATION

NAME: _____

CITY & STATE: _____

ACCOUNT #: _____

PHONE: _____

PO # _____ WHSE # _____

DATE NEEDED: _____ BRAND _____

BRAND STYLE	QTY # (12 CS)	CTNS PER STORE	UPC (RJR USE)
Light 85's			
Lights 100's			
Menthol Lights 85's			
Menthol Lts 100's			
Full Flavor 85's			
Full Flavor 100's			
Ultra Lights 85's			
Ultra Lights 100's			
Non Filter			
Full Flav. Ment 85's			
Full Flav. Ment 100's			
Full Flavor Box			
Light Box			

NOTE: COMPLETE SEPARATE FORM FOR EACH DIRECT SHIPPING LOCATION

MAIL OR FAX COMPLETED FORM TO:

R. J. REYNOLDS TOBACCO COMPANY
 CUSTOMER SERVICES DEPT.-J. RUFF
 P. O. BOX 2959
 WINSTON-SALEM, NC. 27102
 FAX: 910-741-2156

AUTHORIZED SIGNATURE: _____

DATE: _____

* Direct Customer - This will serve as actual order.

**Indirect Customer - This will serve as request for additional inventory to direct customer.

51859 7434

FORSYTH TOBACCO

Mail or Fax to:
CUSTOMER SERVICE
 P.O. BOX 2959
 Winston-Salem, NC 27102
 FAX # 910-741-2156

ORDER INFORMATION

(PLEASE PRINT)

COMPANY NAME: _____
 CONTACT NAME: _____
 PURCHASE ORDER #: _____
 STREET ADDRESS: _____
 CITY: _____
 STATE: _____ ZIP: _____
 PHONE #: _____
 FAX: _____
 SALES REP: _____
 AUTHORIZED BY: _____ DATE: _____
 SIGNATURE: _____

FORSYTH TOBACCO INTERNAL USE

Tracking Code _____ Date Order Received _____
 Forsyth Rep _____

BRAND: _____

SHIPPING INFORMATION

(PLEASE PRINT)

COMPANY NAME: _____
 ATTENTION: _____
 STREET ADDRESS: _____
 CITY: _____
 STATE: _____ ZIP: _____
 PHONE #: _____
 SPECIAL INFO: _____

ORDER INFORMATION

DESCRIPTION	ITEM #	QUANTITY PER SKU	SKU'S NEEDED	FACE VALUE COST PER SKU	TOTAL COST
A \$1.00 Off CTN VPR	460032	500	_____ rolls	x \$ 500	= \$ _____
B \$2.00 Off CTN VPR	460035	500	_____ rolls	x \$ 1,000	= \$ _____
C \$1.00 Off 3 PACKS VPR	460020	500	_____ rolls	x \$ 500	= \$ _____
D \$.30 Off 1 PACK VPR	464090	500	_____ rolls	x \$ 150	= \$ _____
E \$.20 Off 1 PACK VPR	464084	500	_____ rolls	x \$ 100	= \$ _____
F \$.10 Off 1 PACK VPR	464984	500	_____ rolls	x \$ 50	= \$ _____
G \$1.00 Off CTN COUPON	471311	500	_____ rolls	x \$ 500	= \$ _____
H \$1.50 Off CTN COUPON	471314	500	_____ rolls	x \$ 750	= \$ _____
I \$2.00 Off CTN COUPON	504173	500	_____ rolls	x \$ 1,000	= \$ _____

PACKAGING MATERIALS

DESCRIPTION	ITEM #	QUANTITY PER SKU	SKU'S NEEDED	TOTAL COST
J CLEAR 2 PACK POLYBAG	464102	500	_____ BOXES	(COST WAIVED)
K SPECIAL OFFER BANDING TAPE	464093	500	_____ ROLLS	(COST WAIVED)
L TWO PACK SLEEVE	471308	900	_____ BOXES	(COST WAIVED)

IMPORTANT

- CANCELLATIONS OF ORDERS WILL NOT BE ACCEPTED
- MINIMUM PER SKU QUANTITIES MUST BE ORDERED
- ADDITIONAL CHARGE FOR SPECIAL SHIPPING REQUEST
- 4 WEEKS LEAD TIME REQUIRED

AUTHORIZED SIGNATURE: _____

OFFER EXPIRES FEBRUARY 15, 1996

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